Citizens and Commerce Chamber Members Unite in Endorsing Moral Cleanup of City and County, as Well as Financial Program of Chamber for 1918; Aid of Government Health Service Suggested.

## Give The Stomach A Chance To Work

Let 'Em Howl!

First Subscribers Pay For The Entire Year

Commerce Chamber Starts Campaign for Funds for Civic Work of 1918.

f	Budget Fund Statement.
	Receipts Collected budget does to Mais_\$25,500, Balance transferred
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Women's 35c 26c Out-Size Hose 26c

WOMEN'S black ration

weights. Gordon Dys and other nakes. Well reinforced. 25c

\$25 and \$30

SECOND FLOOR SALE

A phenomenal sale of new Winter Coats on the SECOND FLOOR Friday. A special purchase

WINTER COATS at

price. Shown in

Never mind how often you have tried

Never mind how often you have tried and failed, you can stop burning, itching eccemagnickly by applying a little zemo furnished by anydrusgist for 35c. Extra large bottle, \$1.00. Healing begins the moment zemo is applied. In a short time usually every trace of eccema, tetter, pimples, rash, blackheads and timitar skin diseases will be removed. For clearing the skin and making it vigorously healthy, always use armo, the penetrating, antiseptic liquid. It is not a greasy alive and it does not stain. When others fail it is the one dependable treatment for skin troubles of all kinds. The E. W. Rese Ca., Chrebach, O.

secured by Our New York Buying Organization that represents the biggest merchandising "scoop" of the season. They were bought at a VERY LOW pricethat's the reason we have named such a VERY LOW BROADCLOTHS, PLUSHES. POM POMS, VELOURS, ETC.

Also zibelines and novelty coatings. Every good style and color represented. Long sweeping lines, belts, pockets and large collars. All sizes for misses and women, \$25,00 to \$30,00 values, SECOND FLOOR SALE.

\* PERSONAL MAIL ORDER SERVICE BY "BETTY--THE SHOPPER"

Of Women's, Misses' & Children's Apparel

Thrift Specials On The Main Floor

Women's 50c 35c

WIMEN'S Cotton ribbed

W Vesta and Panta in white bleached, flewest and plain

\_35c

Begins Monday, January 7th

"El Paso's Only Double Sale Event".

THINK OF FIFTY THOU-1 SAND DOLLARS WORTH OF MUSLIN UNDERWEAR for Women, Misses and Children on three great floors and you can half way imagine the magnitude of our JANUARY WHITE SALE. Say nothing of the SEMI-ANNUAL CLEAN SWEEP OF ALL FALL AND WINTER APPAREL for women, Misses and Children. This "Double Sale Event" is going to prove the most remarkable Bargain Festival within the unnuls of El Paso Merchandising. Thousands of women from the thrifty homes of El Paso

and the great Southwest will be on hand bright and

early Monday morning when the doors open at 8:30. Our DOUBLE PAGE Advertisements in the Saturday Herald and Sunday Times will give full particu-

 $^{\$1.50~Quilted}_{Silk~Vests...}~89c$ 

WOMEN'S Japanese Silk Quilted Vesta without sleeves. Good warm garments

values, Special ...... 89c

(Main Floor)

SEMI-ANNU

\$50,000 Muslinwear Sale And

THE WHITE HOUSE

Phone Orders Filled

The House Of Courtesy"

"Little Plaza---Phone 4580"

Our Show Windows are the Talk of the Town. See Them

252.00 Lest Bare

254.24 All Mired annual amounts

Refunded, advanced for sectoral months of the control of the

Mail Orders

Filled

Of Service

The Store

Oklahoma City, Okla, Jan 2-Bnell Adams has discovered that has does not look upon a man who sine courting these months after

Stop Itching Eczema \$45,000 Pearls Are

Court Holds Husband's

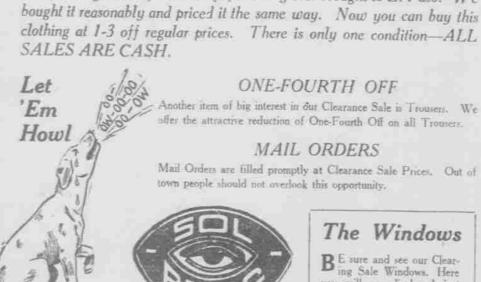
Second Marriage Hasty Cincinnati man discovers drug that loosens corns

Sought in Pawnshops

HIGHEST CASH PRICE

BONES and GUANO

UNITED GUANO & FERTILIZER COMPANY, California Bida, Los Angeles.



ONE-FOURTH OFF

Another item of big interest in our Clearance Sale is Trousers. We offer the attractive reduction of One-Fourth Off on all Trousers.

and Overcoats

OUR Semi-Annual Clearance Sales are always the one Big Sale of

high grade Clothing is scarce even at a High Price. Being able to secure the Finest of Clothing ready to wear at our present sale prices is an

opportunity not to be overlooked. As we grow older in business we

notice that hundreds of El Pasoans have formed the habit of attending

NOTWITHSTANDING market conditions we assembled last Fall the largest and finest stock of clothing ever brought to El Paso. We

only one Sale—ours. This is as it should be. LET 'EM HOWL!

One-Third

each season. The present one is the Biggest yet. People realize that

MAIL ORDERS

Mail Orders are filled promptly at Clearance Sale Prices. Out of town people should not overlook this opportunity.



The Windows

BE sure and see our Clearing Sale Windows. Here you will see displayed just what you want for present wear and the prices are right.